

## Social Hygiene Now Social Health-- American Social Hygiene Announces Name Change



Philip R. Mather (left), Chairman of the Board of Directors, and Frank H. Heller sign document changing name of agency to American Social Health Association.

The American Social Hygiene Association has voted to become The American Social Health Association, according to an announcement made by Frank H. Heller, Association president, on January 18.

"Reason for the change," Heller stated, "is that 'Hygiene' is an outmoded word which no longer is broad enough to describe the agency's family-centered program."

"We are a national voluntary health and welfare organization," he added, "working to promote those conditions of living, environment and personal conduct which best protect the family as a social institution."

In 1953, concerned with the mount-

ing evidence of family failure, ASHA launched a nation-wide program in family life education. Through it, the Association assists schools and colleges to develop new courses and training programs which better equip teachers to work with children and young people. ASHA also promotes family life programs among parents and community groups. It is the only national agency working to improve the family through a preventive education approach.

Founded in 1910, as the American Federation for Sex Education, the American Social Health Association represents a merger of many early groups which were vitally interested

in the improvement of community conditions, the need for sex education, the reduction of venereal diseases, and the repression of commercialized prostitution.

The name, American Social Hygiene Association was first adopted in 1914, when the American Federation joined with The American Vigilance Association, a society organized in 1912, "to suppress and prevent commercialized vice and to promote the highest standards of public and private morals."

In 1915, The American Purity Alliance, which worked "to secure and enforce laws to prevent the social evil among females," became part of ASHA. Another of these groups was The American Society of Sanitary and Moral Prophylaxis, the first U. S. organization set up "to protect the community against the spread of venereal disease." Its national activities were affiliated with The American Social Hygiene Association in 1916.

In addition to The American Social Health Association's family life education activities, the agency sponsors and conducts research in adolescent sexual behavior to assist professional workers and to help parents understand motivations for irresponsible or delinquent behavior.

ASHA's long-time concern about VD control and suppression of prostitution are carried on in the light of changing trends. Through community investigation, the Association determines the extent and availability of prostitution and the involvement of teenagers in sex offenses and other forms of delinquency.

These unique community investigations are made at the request of the

(Continued on page 2)

## ASHA PHOTO GALLERY



**WILLIAM F. SNOW, M.D.**

Dr. William Freeman Snow was a member of the first board of directors of The American Social Hygiene Association, and had been a member of the board of The American Federation for Sex Hygiene. A pioneer in the social hygiene movement, Dr. Snow was authorized to direct the work of the Association, and was General Director until his retirement, and chairman of the board until his death in 1950. The Association's highest award, The William Freeman Snow Medal, is given in his honor.



**CHARLES W. ELIOT**

Charles W. Eliot was elected first president of The American Social Hygiene Association. Dr. Eliot, who was also president of Harvard University, had been a vice president of The American Vigilance Association.

phylaxis, and was the first president of The American Society for Sanitary and Moral Prophylaxis.

The New York Society was the first of a group of state and community organizations which worked "to promote campaigns for the study and prevention of the venereal diseases and for the promotion of appropriate social hygiene education of parents and the public."

Groups which merged to form the American Society include:

Pennsylvania Society for the Prevention of Social Diseases—1906. Chicago Society of Social Hygiene (now Illinois Social Hygiene League)—1907. Milwaukee Society of Sanitary and Moral Education—1907. Connecticut Social Hygiene Society—1908. Maryland Social Hygiene Society—1908. Spokane Society of Social and Moral Hygiene—1908. St. Louis Society of Sanitary and Moral Prophylaxis (now Missouri Social Hygiene Association)—1909. California State Society for the Study and Prevention of Syphilis and Gonorrhea—1910. Oregon Social Hygiene Society—1910. Texas State Society of Social Hygiene—1910. Colorado Society for Social Health—1910.



**PRINCE A. MORROW, M.D.**

Dr. Morrow organized the New York Society for Sanitary and Moral Pro-

## SOCIAL HYGIENE NOW SOCIAL HEALTH

(Continued from page 1)

Armed Forces, State and Federal Health Services, municipal governments and citizen committees.

Through the years, ASHA has given leadership to the movement for venereal disease control, both nationally and internationally. Serving as a vital source of information, the agency has helped overcome public apathy about VD as a social and health problem and has consistently stressed the importance of VD education, better casefinding and more accurate reporting.

In cooperation with The Association of State and Territorial Health Officers and The American Venereal Disease Association, ASHA annually collects and publishes a joint statement on national statistics and trends in venereal disease. Last year's statement pointed up the rising incidence of VD among teenagers and the need for increased reporting by private physicians. This information is used to promote improved VD programming by State and local health departments and to keep State and Federal legislative bodies informed of program needs and required support.

"The shift from hygiene to health," said Conrad Van Hynning, ASHA executive director, "emphasizes that we are keeping up with the times. ASHA has always been a pioneering national agency working in new, and sometimes not popular nor well understood causes. Its latest pioneering effort is an attempt to enlist the educational forces of the nation in the conscious preparation of children and youth for their responsibilities as members of their families, their communities, and their country."



**COMMUNITY CAMPAIGNS**

**Give...the United way**

Social Health NEWS

published by

THE AMERICAN SOCIAL HEALTH ASSOCIATION

1790 Broadway, New York 19, N. Y.

Frank H. Heller - - - President

Conrad Van Hynning - Executive Director

Mary K. Mangan - - - Editor

COPYRIGHT 1960 BY AMERICAN SOCIAL HEALTH ASSOCIATION, 1790 BROADWAY, NEW YORK, N. Y.

## Family Life Education Highlights

The second meeting of the Regional Advisory Committee of the ASHA-PTA Rocky Mountain Project is slated for January 29th and 30th in Salt Lake City, Utah.

Representing the American Social Health Association at this meeting will be Conrad Van Hynning, ASHA executive director; Mrs. Elizabeth S. Force and Dr. Edgar C. Cumings, division of education; and Regional Directors, Donald Adams Clarke and Howard M. Slutes.

Dr. Calvin Reed, project coordinator, will represent the National Congress of Parents and Teachers.

The state groups held individual meetings in November.

In these meetings the groups selected permanent chairmen. They are: Arizona, Mrs. Ruth Schoneberger, president, Arizona Congress of Parents and Teachers, Tucson, Ariz.; Nevada, Mrs. Genevieve Pieretti, supervisor, Home Economics Education, State Department of Vocational Education, Carson City, Nev.; New Mexico, Clarence M. Hill, director of research, Department of Education, Santa Fe, New Mexico and Utah, Ellvert H. Himes, president, Utah Congress of Parents and Teachers, Utah State University, Logan, Utah.

The individual state committees reported the following:

**NEW MEXICO:** Meeting held November 19. Plans were presented for two initial projects: A project in leadership training in family life education centered at Las Cruces directed toward training state and community leaders; and a project in Gallup designed to involve Navajo families experiencing difficulties in the transition from reservation to community life.

**ARIZONA:** Meeting held November 21. Initial focus here is on the improvement of quality and quantity of family life education in the high schools. Thinking is that schools selected for projects should include: one metropolitan, one rural, and one school with special characteristics.

Interest was expressed in introducing new emphases in family life education into already established workshops.

Subsequent to the meeting, the high school at Pueblo was selected, and plans were discussed for greater involvement of community interests as well as those of public schools.

**NEVADA:** Meeting held November

(Continued on page 4)

The following is a New Year's message from Frank H. Heller, American Social Health Association president:

**A**S we enter a new decade, experts, authorities and observers of the passing scene of the last thirty or forty years feel an understandable compulsion to forecast what life will be like, more or less, during the coming 'sixties.

Economists, in particular, promise us a period of growth and prosperity, some hedging a little "just in case," but generally speaking with considerable unanimity. Demographers predict a marked rise in our population and, depending upon the degree of confidence they have in America's ability to exploit her natural resources as well as her technical skills to meet the needs of a larger population, they rejoice or take a dim view of what more people will mean to our country's welfare.

Sociologists are more cautious, in the main. They see today's problems looming large on the nation's horizon and are far from sure that we either understand them well enough or recognize the time, effort and money needed for their prevention or solution. Hence, they are understandably disinclined to promise us a sociological Golden Sixties.

A flourishing economy is surely to be desired and, indeed, it holds out some promise of reducing the economic factor so conspicuous in many of our current social problems—broken and disorganized homes, illegitimacy, and an unhealthy money-based atmosphere of competition which so often is to be found in studies of juvenile delinquency. But money in our pockets or bank accounts, the well-filled market basket, the soon-to-be-purchased household improvements and a greater financial capacity to keep up with either the Senior or Junior Joneses will not protect our people from the grief and pain that is the constant burden of the emotionally immature and unstable personality.

A long-range program of family life education, enriched and sustained by research into those factors which tend either to accelerate or retard emotional growth, is as essential to the Golden Sixties (and Seventies) as improved technology, stepped-up production, broadened world markets, and a world of nations at peace with themselves and others.

The American Social Health Association will not be alone, and should not be alone, in striving to bring family life education into the lives of all our people—education geared to the age, responsibilities, needs and problems of all our fellow citizens. Such education can, we believe, instill sound values into children and youth, can give them an appreciation of the families and communities in which they are now living while developing their aspirations for stable marriage and parenthood in the future; can give children and young people insights into their own personalities which will help them in the tasks of self-development into mature, responsible, self confident and socially adaptable human beings.

Family life education will not necessarily "take" in every instance for too much damage has often been done to the individual before he is exposed to it. For this reason, ASHA is not imprudent enough to promise itself or the world, either the prevention of all our social evils or their cure. But education, reaching young parents before the babies arrive, reaching children through their parents, the school, church and community agencies can never be undersold on the basis of the occasional failure. In one form or another, education has more or less effectively contributed to all our lives, to our philosophy, to our sense of duty and responsibility, to our ability to live productively and in some degree of harmony with the world around us. Education, specifically geared to the maximum emotional, social, spiritual, physical and mental health of the individual; utilizing the knowledge provided by many fields of learning; employing the best methods of reaching and motivating people should, if we are consistent about providing it, help in both preventing and in solving many of the problems which can so easily dull the glow of the Golden Sixties.

Every reader of "Social Health News" and everyone with whom our readers share their issues can help to make the Sixties high-assay Gold. Support of ASHA through Community Chests and State Funds, not only through personal contributions, but also through expressions of confidence in the Association's work to budget committees and boards is one way. Helping ASHA to secure inclusion in such united appeals is another. Paid membership in ASHA is a third. And, where ASHA is not included in a community or statewide united appeal, personal gifts to ASHA will help to sustain and broaden the Association's efforts on behalf of the family, community and nation.



JANUARY, 1960

AF

Mr. Eugene B. Power  
University Microfilms  
313 N. First Street  
Ann Arbor, Michigan

AMERICAN SOCIAL HEALTH ASSOCIATION

## Social Health News

### FAMILY LIFE HIGHLIGHTS

(Continued from page 3)

23. A need for a Nevada Council of Family Relations was expressed, and groundwork was laid for further exploration of such a plan.

Plans were set for workshops to be sponsored by universities and the State Department of Education in Las Vegas and Reno next summer; and consideration was given to the need for meeting special family problems through local pilot projects. A list of resource people and consultants in Nevada is being prepared by two members of the committee.

UTAH: Meeting held November

24. Two pilot projects were proposed for initial consideration: a workshop for training leaders in family life education to be held at Utah State University and a community-wide project geared to experiment with new kinds of parent-child groupings in a variety of settings and locations. Four communities were named as possible locations for pilot projects.

THE MIDDLE STATES PROJECT'S Advisory Committee will meet April 29-30 in Kansas City. The highlight of the committee's fall meeting was their decision to include several community-school pilot projects. The Middle States group had previously been aimed exclusively at teacher preparation institutions.

### National Conference Plans Awards

Three prominent social welfare workers will receive awards at the Annual Forum of the National Conference on Social Welfare in Atlantic City, June 5-10, according to Charles I. Schorrlund, National Conference president.

Announced for the first time prior to the Annual Forum presentations, this year's award winners are being recognized for their creative contributions to the field of social welfare in the United States.

The recipients are:

Miss Loula Dunn, director, American Public Welfare Association, Chicago, for her outstanding leadership in developing the effectiveness of APWA and its impact on the whole field of social welfare.

Miss Helen Hall, director, Henry Street Settlement, New York City, for her tireless spokespersonship for better living conditions for families, and for her real contribution toward the prevention of juvenile delinquency.

Ralph H. Blanchard, executive director, United Community Funds and Councils of America, New York City, for his dynamic leadership in the establishment of the National Health and Welfare Retirement Assn. to pro-

vide economic security for employees of health and welfare agencies.

The 1960 Forum will also include a special tribute to the memory of Jane Addams (1860-1935) in commemorating the 100th anniversary of her birth.

ASHA is one of fifty-four national organizations participating in the planning for the Atlantic City sessions. It is expected that some 6,500 professional and lay workers in the fields of health and welfare will attend.

### ASHA Distributes Report

The American Social Health Association will distribute the UN Secretariat report, "The Study on Traffic in Persons and Prostitution," which was presented before the 12th session of the UN Social Commission in April, 1959.

In a letter to Dag Hammarskjöld, Secretary General of the United Nations, at the time the report was made, Philip R. Mather, chairman of the board and past ASHA president, extended the Association's congratulations, citing the UN for "the clarity of its presentation of so difficult and controversial a subject." He added that the report was timely "in recognition of the changing trends in sexual behavior."

The report will soon be available through the publications division of ASHA.

